

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A ~~coated~~ ing for printed or imaged products; comprising;
a substrate for use ~~in~~ with printed business communication said substrate is provided with printed indicia;
at least a first coating applied to said substrate in connection with said printed indicia; and
said first coating including a starch component ~~added to said first coating to~~ conceal odor of said first coating; and
said first coating is applied over a portion of said printed or imaged indicia to provide a highlight to at least said portion of said printed indicia.
2. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said starch is selected from a group including corn, potato, wheat, rice, tapioca, maize, sorghum and other starches and starch flours and combinations thereof.
3. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said substrate is selected from a group including business forms, pressure sensitive products, ~~information handling materials~~ and combinations thereof.
4. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said first coating is selected from a group including varnishes, overcoatings, inks, adhesives, curable coatings and combinations thereof.

5. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said starch is a starch ester having from 2 to 100 carbon atoms.
6. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said starch includes high amylose corn starch.
7. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said starch includes low amylose corn starch.
8. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 1, wherein said starch component ranges from about 0.01% to about 99.9% by weight of said first coating.
9. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 9, wherein said starch component ranges from about 2% to about 50% by weight of said first coating.
10. (Currently Amended) A ~~coating for providing~~ coated printed or imaged product having aesthetic, tactile or textural characteristics to printed or imaged products, comprising;
a substrate suitable for receiving printing or imaging and having printing or imaging applied thereto to produce a printed substrate useable as a business communication;
at least a first coating applied ~~to~~ over at least a portion of said printed substrate;
a starch component added to said first coating to produce aesthetic or textural characteristics when applied, coated, printed or imaged on said printed substrate.

11. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 10, wherein said substrate is selected from a group including business forms, pressure sensitive products, ~~information handling materials~~ and combinations thereof.

12. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 11, wherein said starch component ranges from about 0.01% to about 99.9% by weight of said first coating.

13. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 11, wherein said starch component is a starch ester having from 2 to 100 carbon atoms.

14. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 11, wherein said starch component is selected from a group including corn, potato, wheat, rice, tapioca, maize, sorghum and other starches and starch flours and combinations thereof.

15. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 11, wherein said textural, tactile or aesthetic characteristics may be selected from a group including animate, inanimate objects, geometric shapes, alpha character, numeric characters and combinations thereof.

16. (Currently Amended) A ~~coating~~ coated printed or imaged product as recited in claim 11, wherein said tactile characteristics can be used in the preparation of reading materials for visually impaired individuals.

17. (Currently Amended) A printed or imaged product having aesthetic, tactile or textural characteristics, comprising;

a substrate suitable for receiving printing or imaging;

at least a first coating applied to at least a portion of said substrate, said first coating having a starch component; and

wherein said first coating producing raised textural, tactile or aesthetic characteristics on said substrate after application to said substrate to create a business communication.

18. (Original) A printed or imaged product as recited in claim 17, wherein said starch component ranges from about 0.01% to about 99.9% by weight of said first coating.

19. (Original) A printed or imaged product as recited in claim 17, wherein said textural or aesthetic characteristics may be selected from a group including animate, inanimate objects, geometric shapes, alpha character, numeric characters and combinations thereof.

20. (Original) A printed or imaged product as recited in claim 17, wherein said starch component is a starch ester having from 2 to 100 carbon atoms.

21. (Original) A printed or imaged product as recited in claim 17, wherein said substrate is a greeting card.

22. (Original) A printed or imaged product as recited in claim 17, wherein said substrate is used for coupons, cards, tickets and combinations thereof.

23. (Original) A printed or imaged product as recited in claim 17, wherein said substrate with said coating has tactile characters.

24. (Currently Amended) A glossy printed or imaged sheet having improved surface affinity for improved feeding and handling, comprising;

a substrate suitable for receiving a glossy coating and at least a portion of said substrate receiving a glossy coating to create a coated area, said substrate used as a business communication; and

a starch component added to said glossy coating to create surface discontinuities in said coated area of said substrate to produce textural characteristics on said substrate.

25. (Original) A glossy printed or imaged sheet as recited in claim 24, wherein said starch component is selected from a group including corn, potato, wheat, rice, tapioca, maize, sorghum and other starches and starch flours and combinations thereof.

26. (Original) A glossy printed or imaged sheet as recited in claim 24, wherein said substrate is used to create business communication pieces, brochures, folders, tickets, cards, photographs, marketing collateral, presentation materials and combinations thereof.

27. (Original) A glossy printed or imaged sheet as recited in claim 24, wherein marketing collateral is prepared in connection with said sheet.

28. (Original) A glossy printed or imaged sheet as recited in claim 24, wherein said starch component is a starch ester having from 2 to 100 carbon atoms.

29. (Currently Amended) A coated sheet intended for use as a business communication piece, comprising;

a substrate;

a starch selected from a group including corn, potato, wheat, rice, tapioca, maize, sorghum and other starches and starch flours and combinations thereof and starch esters thereof; and

at least a first coating applied to said substrate, said first coating containing between about 0.01 and 99.9% by weight of said starch and said first coating applied to at least a portion of said substrate to create surface discontinuities to provide textural characteristics on said substrate.

30. (Original) A coated sheet as recited in claim 29, wherein said substrate is suitable for use in preparing business communication pieces, brochures, folders, tickets, cards, photographs, marketing collateral, presentation materials and combinations thereof.

31. (Original) A coated sheet as recited in claim 29, wherein said substrate with said coating applied to a portion thereof creates a feeding assist means for post coating processing equipment.